

Agenda

Asking the Right Questions: Data Collection for Health Information Outreach

Day One: Wednesday, September 9

- Introduction – Let the evaluation questions be your guide
- Blueprint—The final report
- Phases of data collection
- Quantitative methods
- Questionnaires, part one
- Assignment: Exercise one

Day Two: Wednesday, September 16

- Review of Day 1
- Questionnaires, part two
- Qualitative methods
- Interviews
- Story techniques
- Assignment: Exercise two

Day Three: Wednesday, September 23

- Review and discussion of homework exercises
- Mixed-methods approach to evaluation
- The READ scale
- MLA course evaluation
- Final exam: What did you learn?